# MICHAEL RANN

QUICK SCAN
PORTFOLIO 2014

CREATIVE DIRECTOR
MARKETING DIRECTOR
FORMER UNDERWEAR MODEL

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BIO
WEB DESIGN
TABLET & MOBILE
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BANNER
LOGO & BRAND IDENTITY
EVENTS

## BIO

Okay, so I wasn't really an underwear model. But perhaps I was one in a parallel universe. No one can prove otherwise. I believe ugly is only a state of mind. Out of the box creativity, inspiring leadership, all done with a good sense of humor - that's true beauty. For years I slaved away in the Hollywood labor camps, first as a young writer, then as a music video / commercial director, animation creator for Cartoon Network, show creator for NBC and even a few stints as a studio executive before mixing all these together and moving on to the ranks of executive creative managment and marketing director. My creative methodology is guided by big data, analytic and science. I'm kind of a jack of all trades, master of all, one stop shop of creative goo.

## WEB DESIGN

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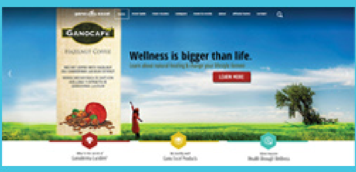
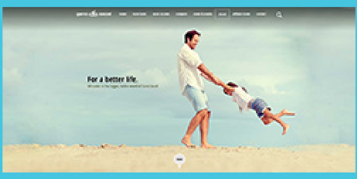
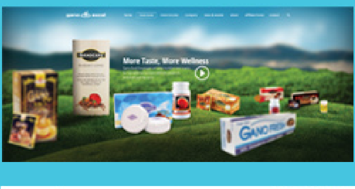
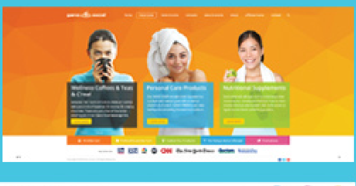
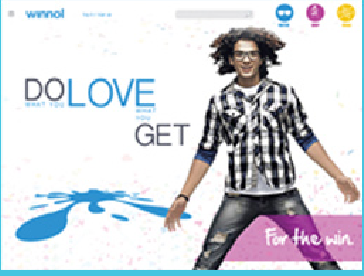
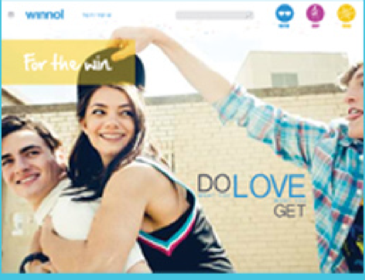

Wellness is bigger than life.

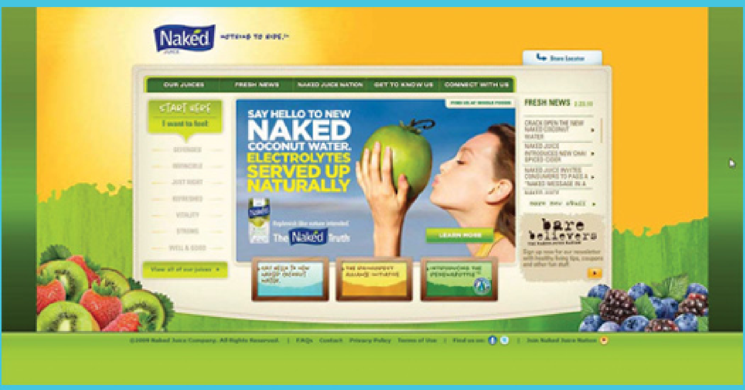

For a better life.

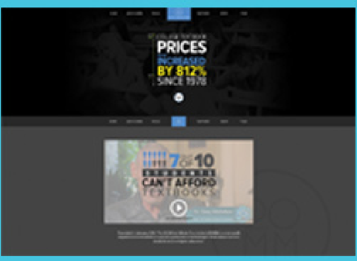

More Taste, More Wellness

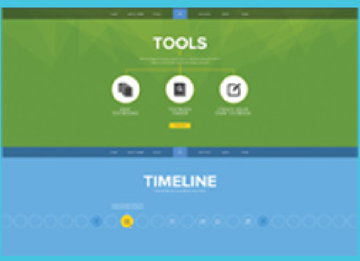


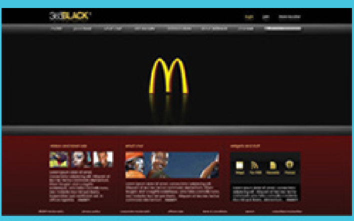

winnol
DO
LOVE
GET
For the win

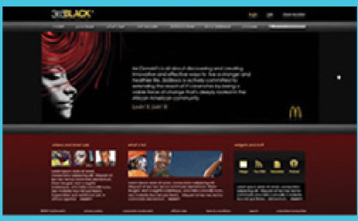

winnol
For the win
DO
LOVE
GET


Naked
SAY HELLO TO NEW NAKED COCONUT WATER. ELECTROLYTES SERVED UP NATURALLY
FRESH NEWS
bare believers


PRICES INCREASED BY 812% SINCE 1978
7 of 10 STUDENTS CAN'T AFFORD TEXTBOOKS


TOOLS
TIMELINE





AppTrack
POWERFUL

Dr. Schulze's
PROTECT

## TABLET & MOBILE

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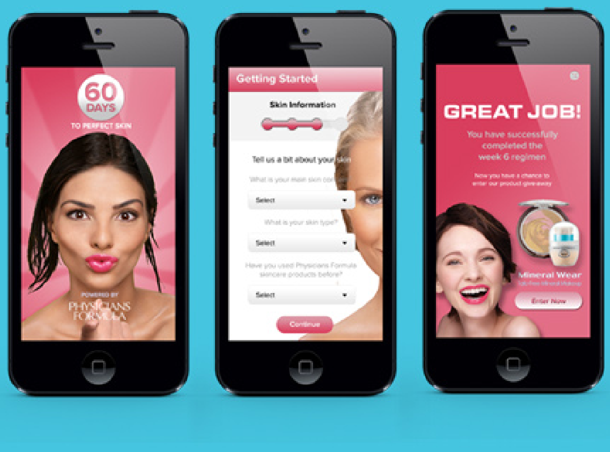
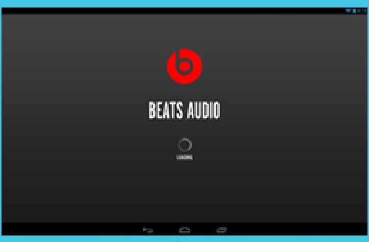
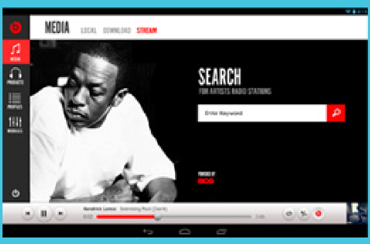

60 DAYS
TO PERFECT SKIN
PHYSICIANS FORMULA
Getting Started
Skin Information
Continue
GREAT JOB!


BEATS AUDIO


MEDIA
SEARCH

STANDBY... MESSAGE FOLLOWS.
23:48
DARK PROPHET

## PRESENTATION DECKS

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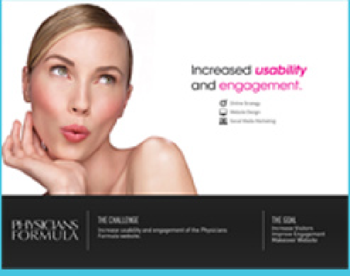
Increased usability and engagement.
PHYSICIANS FORMULA
THE CHALLENGE
THE GOAL

PHYSICIANS FORMULA
THE RESULTS
30%
209%
132%

The Advertiser Experience

winnol
The Player has Arrived!

## PRINT & PACKAGING

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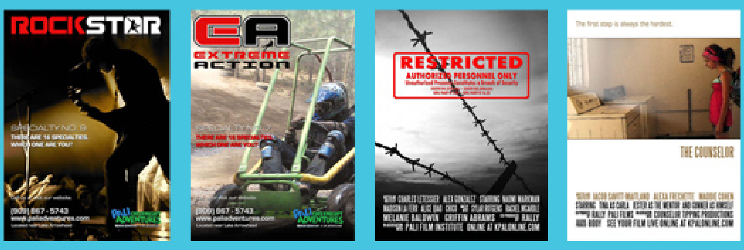
Something big is coming.
gano excel
Bigger than life.

KA VÉ
CLASSIC COFFEE
KA VÉ
HAZELNUT COFFEE
KA VÉ
SILK COFFEE
KA VÉ
VANILLA COFFEE

KA VÉ
METRO COFFEE
KA VÉ
MOCHA COFFEE
KA VÉ
CINNAMON COFFEE

KA VÉ
PREMIUM
DARK ROAST COFFEE
9 SINGLE SERVE PACKS
COMPATABLE WITH MOST K-CUP SYSTEMS
gano excel
9 - .33 OZ/EA NET WT. 3.0 OZ

GANO System
FAST START
ACTION PLAN PACKET
THE GREATEST AMERICAN NETWORK OPPORTUNITY
gano excel
bigger than life


ROCKSTAR
EA EXTREME ACTION
RESTRICTED
AUTHORIZED PERSONNEL ONLY
THE COUNSELOR

## BANNER

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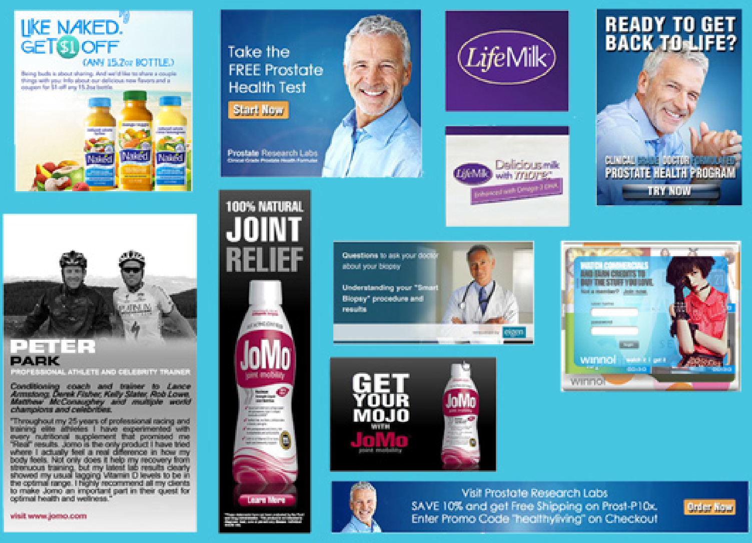
LIKE NAKED.
GET $1 OFF
(ANY 15.2oz BOTTLE)
Take the FREE Prostate Health Test
Start Now
Prostate Research Labs
LifeMilk
LifeMilk Delicious milk with more
READY TO GET BACK TO LIFE?
CLINICAL GRADE DOCTOR FORMULATED PROSTATE HEALTH PROGRAM
TRY NOW
PETER PARK
PROFESSIONAL ATHLETE AND CELEBRITY TRAINER
100% NATURAL JOINT RELIEF
JoMo
Learn More
Questions to ask your doctor about your biopsy
Understanding your "Smart Biopsy" procedure and results
winnol
GET YOUR MOJO WITH JoMo
Visit Prostate Research Labs
SAVE 10% and get Free Shipping on Prost-P10x.
Enter Promo Code "healthyliving" on Checkout
Order Now

Conditioning coach and trainer to Lance Armstong, Derek Fisher, Kelly Slater, Rob Lowe, Matthew McConaughey and multiple world champions and celebrities.

"Throughout my 25 years of professional racing and training elite athletes I have experimented with every nutritional supplement that promised me "Real" results. Jomo is the only product I have tried where I actually feel a real difference in how my body feels. Not only does it help my recovery from strenuous training, but my latest lab results clearly showed my usual lagging Vitamin D levels to be in the optimal range. I highly recommend all my clients to make Jomo an important part in their quest for optimal health and wellness."

visit www.jomo.com

## LOGO & BRAND IDENTITY

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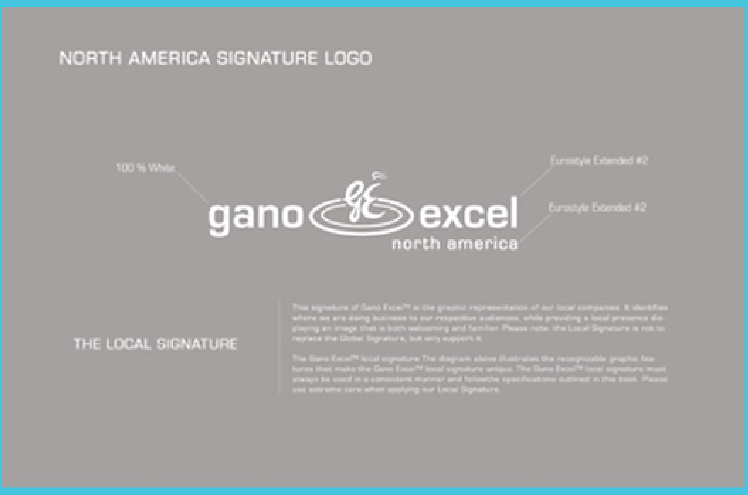

NORTH AMERICA SIGNATURE LOGO

100 % White
gano excel
north america
Eurostyle Extended #2
Eurostyle Extended #2

THE LOCAL SIGNATURE

This signature of Gano Excel™ is the graphic representation of our local companies. It identifies where we are doing business to our respective audiences, while providing a local presence displaying an image that is both welcoming and familiar. Please note, the Local Signature is not to replace the Global Signature, but only support it.

The Gano Excel™ local signature The diagram above illustrates the recognizable graphic features that make the Gano Excel™ local signature unique. The Gano Excel™ local signature must always be used in a consistent manner and followthe specifications outlined in this book. Please use extreme care when applying our Local Signature.

PERRYS
BLACK SAND
the inspired life
cajubelle
THE MODERN AT WHITE ROCK LAKE
SHOOTING FISH
IVAMG
365BLACK
ELITE
big bang music
health pro nutrition
designKBS
dwelling la
SMOKINGUN
iRealtour
ela
BILL MEYERS MUSIC

## EVENTS

DOWNLOAD FULL PORTFOLIO

BIGGER THAN LIFE

ROUGH CONCEPT SKETCH | QUICK CONCEPT RENDER | CONCEPT WITH FULL CITYSCAPE | SETUP WITH BANNERS & SCREENS

SHOWTIME! | THE CROWD GROWS | FULL HOUSE | RECORD ATTENDANCE

GREAT TASTE. GREAT OPPORTUNITY. SEE FOR YOURSELF.
gano excel

GRAN SABOR. EXELENTE OPORTUNIDAD. COMPRUEVALO POR TI MISMO!
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## SKILLSETS & TOOLS

Adobe Photoshop CC 2014
Adobe Illustrator CC 2014
Adobe After Effects CC 2014
Adobe Premiere Pro CC 2014
Lightroom 5
Acrobat XI Pro 2014
Bridge CC 2014
InDesign CC 2014
Dreamweaver CC 2014
Audition CC 2014
Flash Professional CC 2014
All Microsoft Office Products (Mac or PC)
All Adobe Creative Cloud

Creative Direction and Design
Content and Script Creation (television writer for 15 years)
Strategic Planning
Website Development
Digital Marketing
Data Mining
SEO
SEM
Social Media
Email & Direct Marketing
Fund Raising
Latino Marketing
Copywriting

Basecamp
Asana
Microsoft Project
Kanban and Agile Process
Trello
Microsoft Sharepoint
Central Desktop
DotProject
Kanbanzie
SmartSheet
Zoho Projects

## THANK YOU

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